

# **Save Gasoline!**

In the last few years the demand for crude petroleum has increased more than 650 per cent. In a like period, production has increased only 150 per cent. A shortage of crude and high prices necessarily follow. Pennsylvania crude to-day costs \$6.10, Oklahoma crude \$3.50 and Louisiana \$3.25 to \$3.50 per barrel at the wells. Conservative figures indicate the registration of over ten million motor vehicles in the United States by January 1, 1922. This will incur an enormously increased consumption of gasoline. All of these conditions make gasoline high in cost.

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Farmers must have gasoline and refined oil to plant and harvest their crops. The requirements of the farmers must be given preference if the demand for food is to be met. The gasoline you save helps to eliminate a necessity for higher prices on food products which we all must buy.

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Gasoline is a vital necessity today in the industry and commerce of our country. Without an adequate supply for trucks and business cars, the growth of industry and commerce will be seriously handicapped — with an increase of unemployment in the great manufacturing centers.

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The reasonable use of motor cars for purposes of pleasure and recreation cannot be questioned, but crops and industries must come first. If the crude shortage continues, the use of gasoline for pleasure must be reduced to the lowest minimum. Dispense with unnecessary trips. Save needless miles. See that your carburetor is adjusted so that there is no waste. Do not let your motor run idle. If all practice strict economy there should be sufficient gasoline for every purpose.

# **STANDARD OIL COMPANY OF LOUISIANA**